

ORDER



KSNN

Orders	Order / Rev:	103615
	Alt Order #:	06830030
	Product Desc:	BERKLEY FOR SENATE
	Estimate:	30S
	Flight Dates:	10/09/12 - 10/15/12
	Original Date / Rev:	06/27/12 / 09/27/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	<u>Shorr Johnson Magnus</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>1831 Chestnut St.</u>
		<u>Philadelphia, PA 19103</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Berkley Shelley for Senate - Re
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
Order Separation: 00:05:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	123	\$39,075.00	\$33,213.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
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Total	120	\$33,375.00	\$33,213.75	0.0%
Total	120	\$30,675.00	\$30,313.75	0.0%

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCrea	North America	North America	Start Of Order - End Of Order	100%

Order Share

Other Share	Share	Total
KSNV	20%	\$20,075.00

Market

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$62,520.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$41,028.75
KTUD	0%	\$0.00
KVVU	25%	\$48,843.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,907.50

Order / Rev: 103615
Alt Order #: 06830030
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/09/12	10/12/12	Wake Up Early w/ Wagner CM		430a-5a	-TWT---	:30	4	\$50.00	3	0.00	NM	4	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 10/14/12 -TWT--- 4 \$50.00 0.00															
E 2	KSNV	10/15/12	10/15/12	Wake Up Early w/ Wagner CM		430a-5a	M-----	:30	1	\$50.00	3	0.00	NM	1	\$50.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 M----- 1 \$50.00 0.00															
E 3	KSNV	10/15/12	10/15/12	M-F 5-6a WakeUp w/Wagner CM		5-6a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 M----- 1 \$200.00 0.00															
E 4	KSNV	10/09/12	10/12/12	M-F 5-6a WakeUp w/Wagner CM		5-6a	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 10/14/12 -TWTF-- 4 \$200.00 0.00															
E 5	KSNV	10/09/12	10/12/12	M-F 6-7a WakeUp w/Wagner CM		6-7a	-TWTF--	:30	8	\$300.00	3	0.00	NM	8	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 10/14/12 -TWTF-- 8 \$300.00 0.00															
E 6	KSNV	10/15/12	10/15/12	M-F 6-7a WakeUp w/Wagner CM		6-7a	M-----	:30	2	\$300.00	3	0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 M----- 2 \$300.00 0.00															
E 7	KSNV	10/15/12	10/15/12	Today Show Today Show	CM	658a-9am	M-----	:30	3	\$400.00	3	0.00	NM	3	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 M----- 3 \$400.00 0.00															
E 8	KSNV	10/09/12	10/12/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	12	\$400.00	3	0.00	NM	12	\$4,800.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 10/14/12 -TWTF-- 12 \$400.00 0.00															
E 9	KSNV	10/09/12	10/12/12	Noon News Noon News	CM	12-1230pm	-TWTF--	:30	4	\$175.00	3	0.00	NM	4	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 10/14/12 -TWTF-- 4 \$175.00 0.00															
E 10	KSNV	10/15/12	10/15/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 M----- 1 \$175.00 0.00															
E 11	KSNV	10/15/12	10/15/12	M-F Today Show II 3rd HOM		9-10a	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 M----- 1 \$175.00 0.00															
E 12	KSNV	10/09/12	10/12/12	M-F Today Show II 3rd HOM		9-10a	-TWTF--	:30	4	\$175.00	3	0.00	NM	4	\$700.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 10/14/12 -TWTF-- 4 \$175.00 0.00															
E 13	KSNV	10/09/12	10/12/12	CM	3-4p	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00	

Order / Rev: 103615 Advertiser: Berkley, Shelley for Senate
 Alt Order #: 06830030 Product Desc: BERKLEY FOR SENATE KSNV
 Flight Dates: 10/09/12 - 10/15/12 Estimate: 30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Dr. Phil											
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TWTF--		4			\$200.00	0.00					
E 14	KSNV	10/15/12	10/15/12	Dr. Phil	CM	3-4p			M-----	:30	1	\$200.003	0.00 NM	1	\$200.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		1			\$200.00	0.00					
E 15	KSNV	10/15/12	10/15/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm			M-----	:30	1	\$300.003	0.00 NM	1	\$300.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		1			\$300.00	0.00					
E 16	KSNV	10/09/12	10/12/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm			-TWTF--	:30	4	\$300.003	0.00 NM	4	\$1,200.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TWTF--		4			\$300.00	0.00					
E 17	KSNV	10/09/12	10/12/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm			-TWTF--	:30	4	\$300.003	0.00 NM	4	\$1,200.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TWTF--		4			\$300.00	0.00					
E 18	KSNV	10/15/12	10/15/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm			M-----	:30	1	\$300.003	0.00 NM	1	\$300.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		1			\$300.00	0.00					
E 19	KSNV	10/15/12	10/15/12	M-F Early News	CM	5-630p			M-----	:30	2	\$450.003	0.00 NM	2	\$900.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		2			\$450.00	0.00					
E 20	KSNV	10/09/12	10/12/12	M-F Early News	CM	5-630p			-TWTF--	:30	8	\$450.003	0.00 NM	8	\$3,600.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TWTF--		8			\$450.00	0.00					
E 21	KSNV	10/09/12	10/12/12	Face to Face/Ralston Rep	CM	730-758pm			-TW-F--	:30	4	\$225.003	0.00 NM	4	\$900.00
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TW-F--		4			\$225.00	0.00					
E 22	KSNV	10/15/12	10/15/12	FacetoFace/Ralston Rep	CM	730-758pm			M-----	:30	1	\$225.003	0.00 NM	1	\$225.00
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		1			\$225.00	0.00					
E 23	KSNV	10/13/12	10/13/12	Vegas Inc.	CM	6:30-8pm			-----S-	:30	1	\$150.003	0.00 NM	1	\$150.00
				Vegas Inc.											
				VEGAS INC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	-----S-		1			\$150.00	0.00					
E 24	KSNV	10/15/12	10/15/12	M-F Jeop/Wheel	CM	630-730pm			M-----	:30	.2	\$400.003	0.00 NM	2	\$800.00
				M-F Jeopardy/Wheel of Fortune											
				JEP/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		2			\$400.00	0.00					
E 25	KSNV	10/09/12	10/12/12		CM	630-730pm			-TWTF--	:30	8	\$400.003	0.00 NM	8	\$3,200.00

Order / Rev: 103615
Alt Order #: 06830030
Flight Dates: 10/09/12 - 10/15/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

KSJV

Order / Rev: 103615
Alt Order #: 06830030
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 34	KSNV	10/15/12	10/15/12	The Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	2	\$185.003	0.00	NM		2	\$370.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 2 \$185.00 0.00															
E 35	KSNV	10/09/12	10/12/12	The Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$185.003	0.00	NM		8	\$1,480.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/08/12 10/14/12 -TWTF-- 8 \$185.00 0.00															
E 36	KSNV	10/09/12	10/12/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$425.003	0.00	NM		4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/08/12 10/14/12 -TWTF-- 4 \$425.00 0.00															
E 37	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$425.003	0.00	NM		1	\$425.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$425.00 0.00															
E 38	KSNV	10/13/12	10/14/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$400.003	0.00	NM		2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/08/12 10/14/12 -----SS 2 \$400.00 0.00															
E 39	KSNV	10/13/12	10/13/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	2	\$225.003	0.00	NM		2	\$450.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S- 2 \$225.00 0.00															
E 40	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	2	\$150.003	0.00	NM		2	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S- 2 \$150.00 0.00															
E 41	KSNV	10/13/12	10/13/12	News 3 Today - SATURDAY News 3 Today - SAT	CM	9am-930am	-----S-	:30	1	\$200.003	0.00	NM		1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S- 1 \$200.00 0.00															
E 42	KSNV	10/14/12	10/14/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	2	\$350.003	0.00	NM		2	\$700.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S 2 \$350.00 0.00															
E 43	KSNV	10/13/12	10/13/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$550.003	0.00	NM		1	\$550.00
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S- 1 \$550.00 0.00															

Totals 123 \$39,075.00